



# Michigan Sign Law Impact



# Location Data

- Number of CITGO locations in Michigan: 330
- Number of stations that are out of compliance with the new law: 137 (42%)

# Cost to Implement



- Cost of replacing or updating 137 locations signs: 1MM+
- CITGO is over halfway through our Centennial re-image program.
  - Part of the re-image is installing new signs.
  - Many signs that have been replaced in the past two years will not comply with the new law.



# Zoning Concerns



- Zoning in some areas can take up to a year to get approved.
- Local zoning in some areas will prevent sign changes.
  - Changes such as replacing sign cabinets, that could be necessary to conform to the new law.
  - Local zoning laws often only allow sign face replacements limiting sign changes and options.

# Recommendations



- Delay implementation on existing signs to allow natural replacement of signs.
  - A LED generally lasts between 5-6 years.
  - Station contracts are on average 7 year contracts.
  - Contract renewals and brand changes usually involve a sign change.
- Any new sign would be built to the specifications stipulated under the new law.
- Help with zoning restrictions to allow quicker implementation.





# Sign examples with new law

6x7 Euro TP Sign  
to be:  
2 Product LED w/  
18" Red Dak FL-3000 Series  
Regular Unleaded  
Reg with Car Wash  
Show 9" Font Height

This sign will have to  
be built to see if the  
panels will actually  
fit.



20"x20"  
PANEL

20"x20"  
PANEL



10"x64" PANEL

10"x64" PANEL

## 18"LED W/ 9" FONTS

6x7 Euro TP Sign  
to be:  
2 Product LED w/  
16" Red Dak FL-3000 Series  
Regular Unleaded  
Reg with Car Wash  
Show 8" Font Height



18"x20" PANEL

18"x20" PANEL



9"x64" PANEL

9"x64" PANEL

## 16"LED W/ 8" FONTS

**FUELED UP. READY TO GROW.**

# Would these be legal with new law

6x7 Euro TP Sign  
to be:  
2 Product LED w/

24" Red Dak FL-3000 Series  
Regular Unleaded  
Show 12" Font Height  
16" Red Dak FL-3000 Series  
Reg with Car Wash  
Show 8" Font Height

24" Red Dak FL-3000 Series  
Regular Unleaded  
Show 12" Font Height  
12" Red Dak FL-3000 Series  
Reg with Car Wash  
Show 6" Font Height

6x7 Euro TP Sign  
to be:  
2 Product LED w/  
18" Red Dak FL-3000 Series  
Regular Unleaded  
Reg with Car Wash  
Show 9" Font Height  
16" Red Dak FL-3000 Series  
Regular Unleaded  
Reg with Car Wash  
Show 8" Font Height



14"x64" PANEL

18"x20" PANEL

24"LED W/ 12" FONTS  
16"LED W/ 8" FONTS



14"x64" PANEL

15 "x 24" PANEL

24"LED W/ 12" FONTS  
12"LED W/ 6" FONTS



10"x64" PANEL

9"x64" PANEL

18"LED W/ 9" FONTS  
16"LED W/ 8" FONTS



20"x20" PANEL

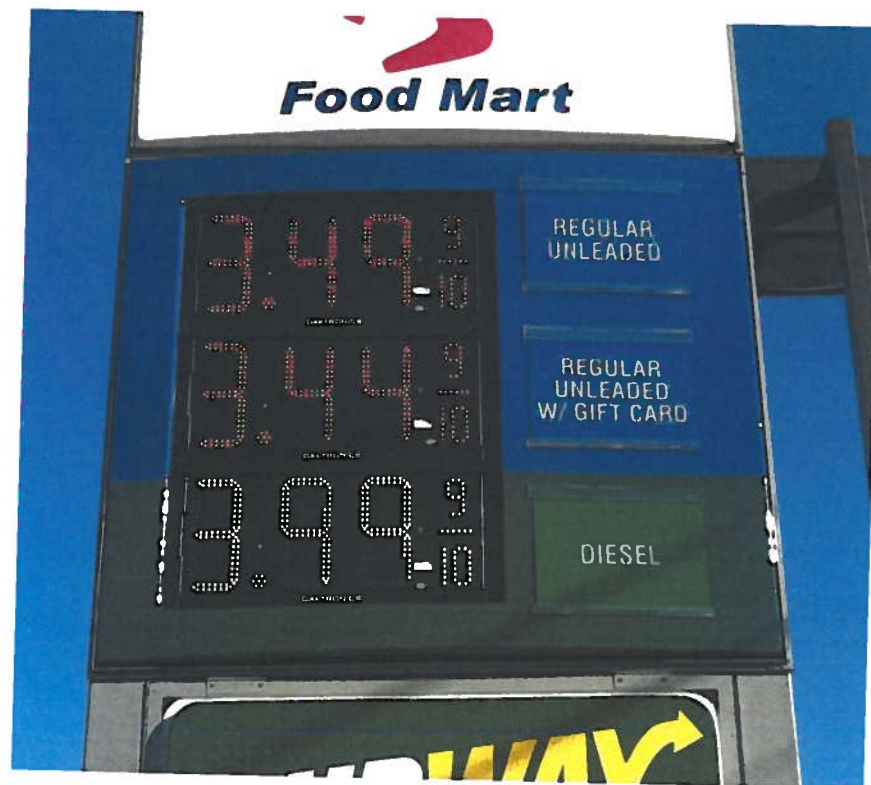
18"x20" PANEL

18"LED W/ 9" FONTS  
16"LED W/ 8" FONTS

**FUELED UP. READY TO GROW.**



# Example of how zoning effects signs



**FUELED UP. READY TO GROW.**